



Washington State Liquor Control Board

Spirit Listing and Delisting Process

Updated 4/29/2010

This document is intended to be a guideline for the spirit listing and de-listing process and criteria of the Washington State Liquor Control Board (WSLCB), and is subject to change. The process is governed by Agency Policy 915: Listing and Delisting Liquor Products.

Products are listed and delisted at anytime by Board action based upon recommendations provided by the Director of Purchasing or designee.

Listing

New spirit product listings are recommended by the new listing committee, and approved by the Board. For the complete process of how to submit a spirit product to be presented to the New Listing Committee, please refer to the new listing page on our web site:

http://www.liq.wa.gov/liqpurchasing/Purchase_New_Listing.aspx

Once the appropriate paperwork has been submitted, the next available appointment at a new listing meeting will be scheduled. The meetings are held at the Washington State Liquor Control Board headquarters located at 3000 Pacific Avenue SE, Olympia, Washington.

This appointment provides the supplier an opportunity to present up to three new products. Exceptions may be made for products with multiple variations or flavors. (Contact Missy Aulabaugh at mka@liq.wa.gov for details.)

The committee is interested in hearing about elements that will ensure the products success, including, marketing plans and sales support strategies. As there are numerous suppliers scheduled, the presentation is limited to 10 minutes, regardless of how many products are being presented.

The new listing committee makes listing recommendations based upon criteria including, but not limited to:

- a) Current need for products in category and price-point
- b) Performance and trends in the product category, and of the brand
- c) Sales of the product in other states
- d) Demonstrated supplier performance
- e) Documented marketing plans for Washington and nationally
- f) Secondary factors:
 - Retail Task Team recommendation
 - Supplier's Social Responsibility program
 - Convey-ability of product case in Distribution Center

Upon listing, monthly case targets are given, to provide a concrete expectation of a products sales performance. Targets are set at a profitability level approximately equal to similarly priced products that are performing at or below the 35th percentile of SKU's in the category in the 750 mL size.

If a product is not listed, the supplier may present that product again in one year for further consideration.



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Delisting

Delisting decisions are primarily based on low profitability in the sub-category and size, as shown on the Gross Profit by Liter Size report. This monthly report is available to all suppliers via email upon request. Every supplier should be monitoring the performance of their products on that report. Email Meagan Renick at mkr@liq.wa.gov to be added to the distribution list.

Products with a pattern of out-of-stocks at the WSLCB Distribution Center due to inconsistent product supply may also be de-listed.

Although low profitability or inconsistent supply are the primary considerations in de-listing, secondary considerations could include:

- a) Supplier performance
- b) Availability of substitute products at similar price point

WSLCB Purchasing staff continually review products by subcategory and size on the Gross Profit by Liter Size report. Products that have been listed at least 12 months may be de-listed if they are near the bottom in profitability ranking in their subcategory and size, as compared with other products listed at least 12 months.

Notification will be sent to suppliers with products near the bottom of their subcategory and size, if the product has reached at least 50% of the original case target, or if it never received a target. This letter will cite the specific product performance concerns and outline the need for improved performance to avoid de-listing.

Products that have not reached at least 50% of their monthly target after at least 12 months of listing may be de-listed without a notification letter.

At the sole discretion of the WSLCB, exceptions may be made for reasons including, but not limited to:

- a) Unique products
- b) Washington produced products

If you have any questions or concerns regarding these guidelines or our process, please contact:

Missy Aulabaugh, Merchandising Coordinator: mka@liq.wa.gov, 360-664-1652, or
Debi Besser, Director of Purchasing: djb@liq.wa.gov, 360-664-1668